



WEWS

# ORDER

Flight Dates **10/17/12-10/23/12**

Contract / Revision      **314861 /**      Product      **Romney For President 10.17-10.23.**

Original Date / Revision      10/24/12    10/24/12      Agency Com      15%

Advertiser **Romney / Republican / Presi**      Billing Contact

**138 Conant Street  
Beverly, MA 01915**

Agency      **American Rambler Producti**

Buying Contact

**138 Conant Street  
Beverly, MA 01915**

Sales Office      EWSDC

Sales Region      NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **Order # 9**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar      BROADCAST

Demographic      A35+

Rev Codes      POL      POL      CAND

Product Codes      PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 269300

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	142	\$228,905.00	\$269,300.00	0.00
<b>Totals</b>	<b>142</b>	<b>\$228,905.00</b>	<b>\$269,300.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	142	\$228,905.00	\$269,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WEWS	10/17/12	10/23/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					6	\$650.00		0.00			
Week:		10/22/12	10/28/12	MT-----					4	\$650.00		0.00			
2	WEWS	10/17/12	10/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$700.00	P-2	0.00	NM	10	\$7,000.00



**WEWS**

Print Date: 10/25/12

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Contract / Revision      **314861**      Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision    10/24/12/    10/24/12

Order Sep    00:20:00

Advertiser    **Romney / Republican / Pre**    Product **Romney For President 10.1**    Estimate #    **Order # 9**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	WEWS	10/17/12	10/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$700.00	P-2	0.00 NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					6	\$700.00		0.00		
Week:		10/22/12	10/28/12	MT-----					4	\$700.00		0.00		
3	WEWS	10/17/12	10/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	6	\$650.00	P-2	0.00 NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					6	\$650.00		0.00		
Week:		10/22/12	10/28/12	MT-----					4	\$650.00		0.00		
4	WEWS	10/17/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	6	\$650.00	P-2	0.00 NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					6	\$650.00		0.00		
Week:		10/22/12	10/28/12	MT-----					4	\$650.00		0.00		
5	WEWS	10/17/12	10/23/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	6	\$1,200.00	P-2	0.00 NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					6	\$1,200.00		0.00		
Week:		10/22/12	10/28/12	MT-----					4	\$1,200.00		0.00		
6	WEWS	10/17/12	10/23/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	6	\$1,000.00	P-2	0.00 NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					6	\$1,000.00		0.00		
Week:		10/22/12	10/28/12	MT-----					4	\$1,000.00		0.00		
7	WEWS	10/17/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$1,600.00	P-1	0.00 NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					3	\$1,600.00		0.00		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
8	WEWS	10/17/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00		
Week:		10/22/12	10/28/12	MT-----					2	\$1,000.00		0.00		
9	WEWS	10/17/12	10/23/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	6	\$1,200.00	P-2	0.00 NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					6	\$1,200.00		0.00		
Week:		10/22/12	10/28/12	MT-----					4	\$1,200.00		0.00		
10	WEWS	10/17/12	10/23/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	6	\$1,800.00	P-2	0.00 NM	10	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					6	\$1,800.00		0.00		
Week:		10/22/12	10/28/12	MT-----					4	\$1,800.00		0.00		
11	WEWS	10/17/12	10/23/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	6	\$2,400.00	P-2	0.00 NM	10	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--WTF--					6	\$2,400.00		0.00		
Week:		10/22/12	10/28/12	MT-----					4	\$2,400.00		0.00		
12	WEWS	10/17/12	10/23/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$1,000.00	P-2	0.00 NM	5	\$5,000.00



**WEWS**

Print Date: 10/25/12

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Contract / Revision      **314861**      Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision    10/24/12/    10/24/12

Order Sep    00:20:00

Advertiser    **Romney / Republican / Pre**    Product **Romney For President 10.1**    Estimate #    **Order # 9**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
12	WEWS	10/17/12	10/23/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					3	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$1,000.00		0.00			
13	WEWS	10/17/12	10/23/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	6	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					6	\$650.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					4	\$650.00		0.00			
14	WEWS	10/17/12	10/23/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----					2	\$6,000.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
16	WEWS	10/17/12	10/23/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---					1	\$6,000.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
17	WEWS	10/17/12	10/23/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					2	\$5,000.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
18	WEWS	10/17/12	10/23/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					2	\$5,000.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
19	WEWS	10/17/12	10/23/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					2	\$5,000.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
20	WEWS	10/17/12	10/23/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					2	\$550.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
21	WEWS	10/17/12	10/23/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					2	\$900.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
22	WEWS	10/17/12	10/23/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	3	\$5,500.00	P-2	0.00	NM	3	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					3	\$5,500.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
24	WEWS	10/17/12	10/23/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00



Contract / Revision **314861** Flight Dates **10/17/12-10/23/12**

## Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser	Romney / Republican / Pre: Product	Romney For President 10.1	Estimate #	Order # 9
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
35	WEWS	10/17/12	10/23/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	-T-----		2				\$650.00		0.00			
36	WEWS	10/17/12	10/23/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	-T-----		1				\$1,200.00		0.00			
37	WEWS	10/17/12	10/23/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	-T-----		1				\$1,500.00		0.00			
38	WEWS	10/17/12	10/23/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	-T-----		1				\$1,600.00		0.00			
Totals														142	\$269,300.00